



## ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10  
1225 Lincoln Way

May 25, 2004

**MEMBERS PRESENT:** R. Gross, M. Holmes, G. Moffat,  
M. Reynolds, H. Roper, K. Sands, J. R. Smith

**MEMBERS ABSENT:** None

**OTHERS PRESENT:** Carl Franklin; Bruce Cosgrove, Chamber of  
Commerce; Jodie Hale, Planning Commission

**CITY STAFF:** Robert Richardson, City Manager

**STAFF SECRETARY:** Marilyn Hamner-Crout

**TOTAL ATTENDANCE:** 12

**MEETING CONVENED:** 4:00 p.m.

**MEETING ADJOURNED:** 6:00 p.m.

SECTION	AGENDA	ACTION	VOTE (if
I. Call to Order and Flag Salute		Meeting was called to order by Chairman Monti Reynolds at 4:00 p.m.	
II. Agenda Approval	Review agenda and propose changes.	No changes were requested.	
III. Public Comment	A time to speak on any item not on the agenda.	None.	
IV. Approval of May 11, 2004, Minutes	Approval of minutes.	The minutes of May 11, 2004, were approved as submitted.	<b>Motion: Gross/Smith Approved.</b>
V. Fiscal Year 2003-2004 Budget Report	Budget report	City Manager Richardson reported that he will be recommending cuts to all committees and commissions, so preservation of fund balances is important.	
VI. Funding Request	Façade Improvement Program Grant Request—Carl Franklin, \$2,677.50	Mr. Franklin said he wants to replace the shake roof on the overhang with a comp shingle and paint the front of the building. Chairman Reynolds pointed out that Franklin had a request approved by EDC and City Council in September of last year for a grant in the amount of \$1,437.50 for shake replacement. Franklin said it has taken about four months working with the roof suppliers and the City fire department because he has been forced to change the roof material. Gross said he feels this request for funding falls more into the category of normal structure maintenance. This request was denied, as \$1,437.50 had already been approved. It was the consensus of the Commission that Franklin use this amount toward his project.	

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
		Richardson said that when the Historic Design ordinance is completed, standards for the Façade Improvement Program can be extracted and set in place for future funding requests.	
VII. EDC Business	Marketing Brochure—The Arts	<p>Gross distributed copies of a summary showing the history of the work that has been done since January. He read the Arts Committee mission and related tasks involved in developing a marketing program for the arts. A RFP was drafted and ready to send out for quotes and proposals. Gross said that EDC was concerned that the City Council was not “on board” and as a result the RFP has not be sent out yet. Gross said that in the future (1) when action items are assigned to members, that they need to be discussed and approved; (2) need to get City Council’s “buy-in” on this; and (3) the building of consensus among community stakeholders is important.</p> <p>Holmes responded by saying that development of a “point” paper is needed that can be taken to the City Council, showing the direction that EDC wants to go in the next two years. Richardson said the more refined “short list” of targets is a great beginning, and that’s where we should start. Gross said they have developed a 10-page marketing plan for promoting Auburn Arts. Richardson said this needs to be placed on the agenda for presentation and discussion.</p> <p>Chairman Reynolds said he would like to see on next meeting’s agenda the Gross’ strategic arts marketing plan, get approval and endorsement from the EDC and then City Council. Gross said he would draft a plan of direction for the EDC also.</p>	
VIII. Economic Development Commission Reports		Holmes said that some time ago a contract was approved with SEDD and a preliminary report was given to EDC by Betty Riley. The final report has never been presented, and he would like staff to follow up on this matter.	
IX. Future Agenda Items		⇒ EDC marketing plan ⇒ Marketing brochure—the arts ⇒ Marketing brochure—endurance	
X. Adjournment		Meeting was adjourned at 6:00 p.m. The next regular meeting will be held on Tuesday, June 8, 2004.	